

*IBM Software Brand Identity Guide*  
**Chapter 1B: Visual Identity**



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*Visual expression of IBM software serves to strengthen the understanding and attitudes held by IBM's customers, employees, and public. Brand imagery was conceived to not only affect perception, but also to position IBM software in accord with IBM's commitment to e-business on demand.*

*Core components for the IBM software visual identity include—in order of importance:*

- 1 color: **Colors***
- 2 composition: **River***
- 3 iconography: **Mosaics***

*Our visual identity is inspired by the functional nature of IBM software:*

**OPEN** – IBM's full commitment to open standards

**FEDERATED** – the union of multiple brands under the IBM banner as well as IBM's philosophy of partnering with “best of breed” companies

**MODULAR** – the ability for software to reconfigure itself in order to meet complex technological or business objectives

**ADAPTABLE** – a core virtue needed in times when rapid changes in new market demands and technological innovations affect the way we all do business

*The overall design values should emphasize **simplicity** and **clarity**.*

Color is the main brand identifier. Each of the software brands is represented by one distinct color. Together, the software brand **colors** form a complement to the renown IBM blue.

The individuality as well as the inter-connectedness of the five software brands is communicated by the use and juxtaposition of these brand colors in IBM software communications.



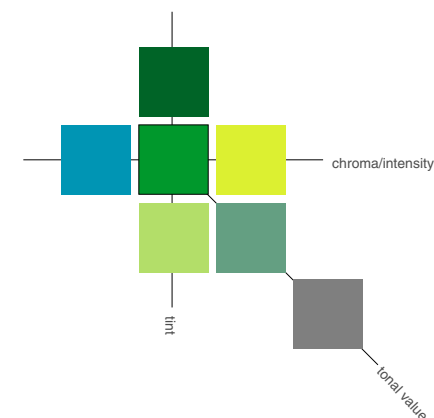
**DB2.** Information Management Software

**Lotus.** software

**Rational.** software

**Tivoli.** software

**WebSphere.** software



each brand has its own color palette – DB2 shown

**ADDITIONAL COLOR INFORMATION**  
See Brand Visuals section

Another unifying device that connects all IBM software brands is called **the River**.

The River is a graphic stripe of varying depth that runs across designs emanating from IBM software, therefore producing an on-going thread.

In combination with its white background, it conveys clarity and **openness**, which is a core IBM attribute.

The river also relates to the stripe pattern in the IBM logo. Stripes are an illustration of the **Federated** aspect of IBM's business philosophy.



**ADDITIONAL RIVER INFORMATION**  
Implementation section of this Guide  
**Chapter 11: Collateral Guide**  
**Chapter 5: Product Packaging Guide**

The notion of **Juxtaposition** is another way to describe IBM software business strategy. It refers to inventive traditions such as quilts and mosaics. We also find expressions of juxtaposition in other forms such as farm patches and screen pixels.

To unify the diversity of iconography and images, IBM software brands have adopted a pictorial concept called **the Mosaic**. It provides a framework for crafting and coordinating the images, shapes and colors that characterize each brand.

The mosaics reinforce fundamental IBM software brand attributes, such as:

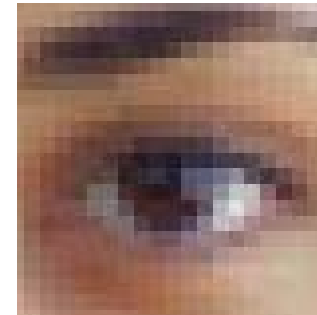
**modular**

**flexible**

**adaptable**



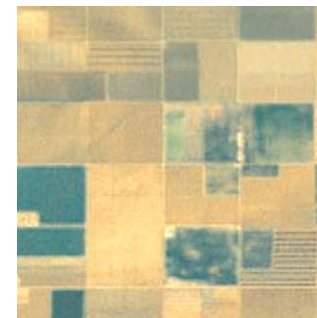
section of mosaic (6th century)



pixels



traditional quilt



farming



urban landscape

*The Mosaic is a vehicle for the visual tone and style for IBM software brands, as well as a compositional structure for imagery. It allows an ever changing visual context for the company branding and communications needs by cross referencing visual notions in ways that range from specific to open-ended.*

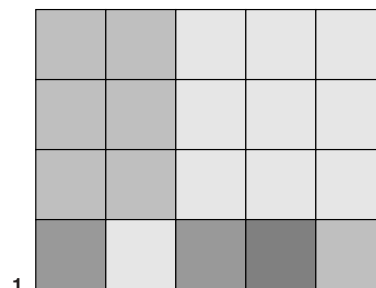
*The Mosaic concept has been conceived around a few basic principles that allow for an iconographic system that can be brand-specific while supporting a wide variety of messages. Each software brand has its own distinctive Mosaic.*

*Today's software is ever changing and is becoming increasingly complex, therefore **the mosaic's primary intent is not to specifically illustrate each brand offering**—this is better done with headlines and text.*

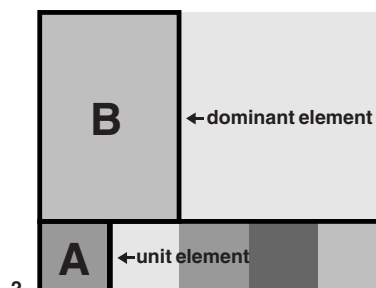
The IBM software mosaic concept is based on a basic compositional structure:

- A mosaic is based on a GRID made up of square UNITS.
- A MOSAIC COMPOSITION is made up of unit elements and dominant elements. Unit elements are arranged horizontally. Together they become a MOSAIC STRIP.
- A composition is built around a minimum of two AXIS that divide the surface horizontally and vertically. The Strip defines the horizontal axis. The vertical axis can be anchored on any unit element.

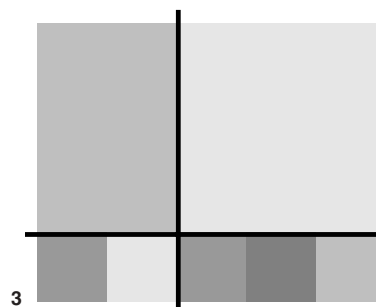
→ *Specific color schemes and iconographic themes communicate the individual brand identities.*



1



2



3

1 simple grid made up of squares

2 A– a small element is a *unit element*  
(a row of units is called a *mosaic strip*)  
B– a larger element is called a *dominant element*

3 a mosaic composition includes a minimum of one horizontal axis and one vertical axis



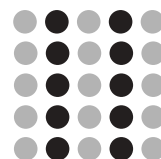
Each software brand has its own mosaic, created from different kinds of visual ELEMENTS. These elements are carefully selected or designed to evoke the attributes or descriptors of the brand.

→ *Greyscale elements make the mosaic less brand specific and more cross-branded. See page 20.*



#### **BRAND COLOR AND RELATED TONES**

- the basic building blocks of brand identity and any mosaic
- used as compositional elements
- always refers to your brand color palette



#### **DOT PATTERNS**

- used as visual connectors between elements
- device shared by all brands
- a connector between dominant elements



#### **ICONS**

- they include one brand-exclusive icon
- pictograms are used as basic product descriptors
- refers to the aesthetic of interfaces and urbanism



#### **3-D IMAGE OF BRAND-EXCLUSIVE ICON**

- contributes a sense of depth
- always used tightly cropped (never whole)



#### **PHOTOGRAPHS**

- anchor software in the real world: the context of e-business
- can appear both as semantic or compositional elements

Of all elements, photography has the broadest spectrum of expressions, but it needs monitoring as photos can convey modernity (a new cell phone) as well as obsolescence (an old cell phone). Sensitivity to the translation of meanings from one culture or industry to another is also important.

Note that you can modulate a mosaic composition with the use of active scenes that attract the eye (people chatting) and passive scenes that recede (clouds in the sky.)

#### PICTORIAL REPRESENTATIONS



– data and computation



– information, business, mobility, timeliness of data, law, etc.



– energy industry  
– metaphor: databases, storage, access



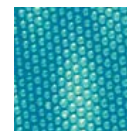
– architecture  
– metaphor: information infrastructure, networks, clarity



– global markets, industries of transportation and aeronautics  
– metaphor: distribution of data



– globalization



– bits and bytes

#### ABSTRACT REPRESENTATIONS

→ Compositions are created following specific principles. See Brand Visuals section.

*Visual elements should reinforce each other's meaning in a manner that is relevant to the message.*

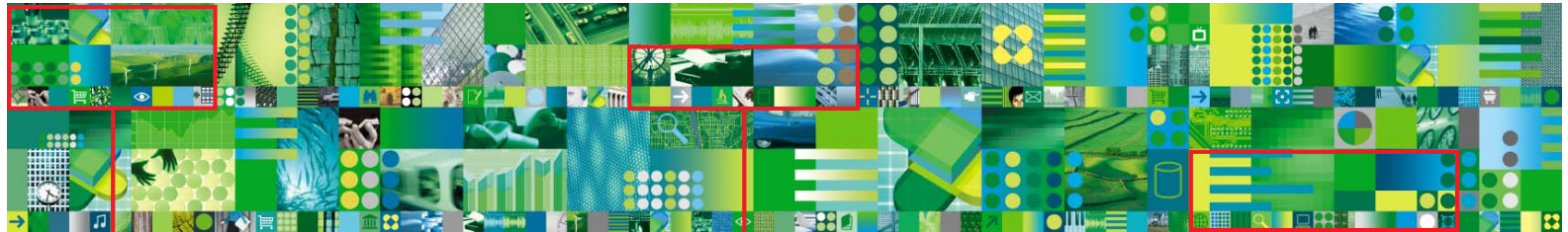


There is one pre-designed **brand mosaic** for each one of the five IBM software brands — DB2, Lotus, Rational, Tivoli, and WebSphere — as well as one for cross-branded communications.

Brand mosaics are meant to be used as a **source for crops/compositions**. Brand mosaics are conceived to evolve over time as the visual strategy and attributes of the individual brands evolve.

Some of the more recent brand mosaics (DB2 and Rational) are based on a progression between two stylistic directions: from **pictorial** to **abstract**.

complete DB2 mosaic



**PICTORIAL** and descriptive composition  
(meaning can attach itself to a composition  
in various ways—from “pharmaceuticals”  
to “international supply chain”)



certain sections of the brand mosaics lend  
themselves to cropping through the middle of  
dominant elements



**minimal and ABSTRACT** composition  
(can support a range of notions such as “content  
management” or “information integration”)

→ A minimal and abstract approach for mosaics is preferred.

For flexibility, each of the brand mosaics has been modified to accommodate different media situations.

For example, the DB2 Mosaic CD contains full-color, two-color, and single-color versions of the mosaics.



full-color mosaic



duotone mosaic ( PMS 362 and Black )



monotone mosaic (PMS 362)



greyscale mosaic

*The strength of IBM software in the marketplace is realized through the reputation of the individual brands. It is further enhanced by the synergistic quality of the product offerings and branding coherence.*

*The unique personality and qualities of each brand is expressed through specific and distinct graphical devices that are accessible in software brand design kits.*



Key words:

**universal**

**integrated**

**insightful**

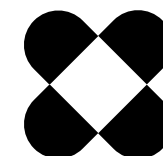
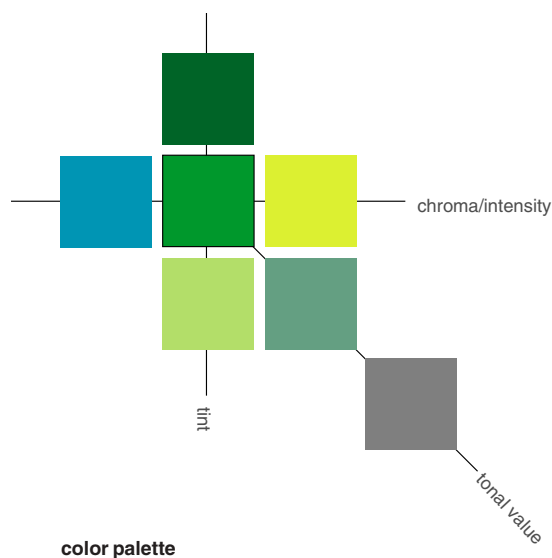
**resilient**

**on-demand**

→ There is a CD for each brand that contains:

- color palette
- icons and patterns
- one brand mosaic in multiple formats

## DB2<sup>®</sup> Information Management Software



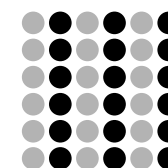
main icon



3-D icon



other icons



dot pattern

Key words:

**collaboration**

**communication**

**learning**

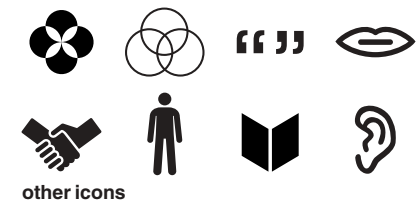
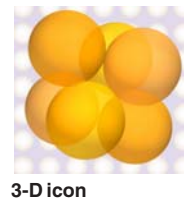
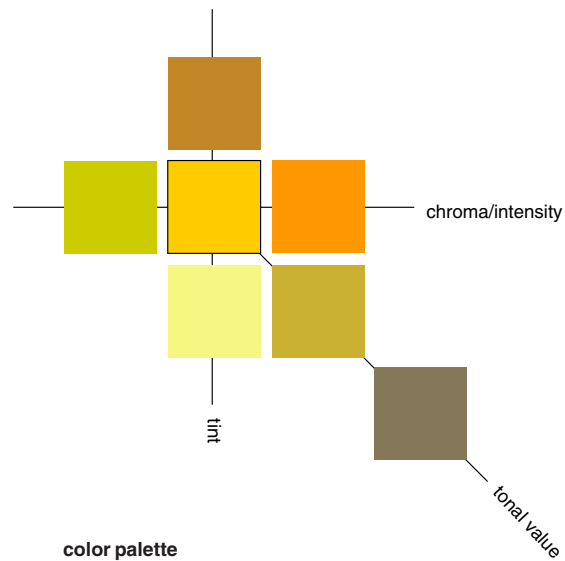
**knowledge**

**innovation**

→ *There is a CD for each brand that contains:*

- *color palette*
- *icons and patterns*
- *one brand mosaic in multiple formats*

**Lotus** software





Key words:

life cycle

planning

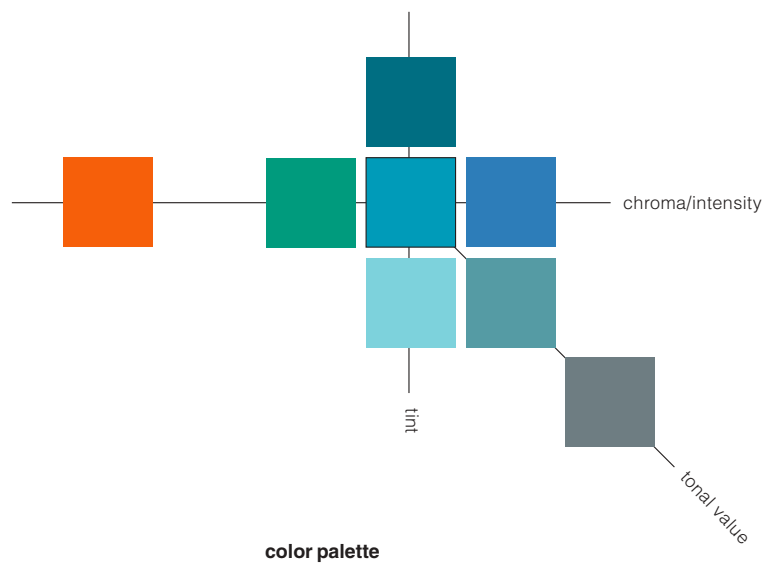
teaming

building

→ *There is a CD for each brand that contains:*

- *color palette*
- *icons and patterns*
- *one brand mosaic in multiple formats*

**Rational**® software



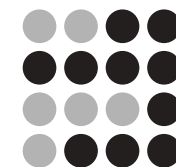
main icon



3-D icon



other icons



dot pattern

Key words:

**centralization**

**security**

**control**

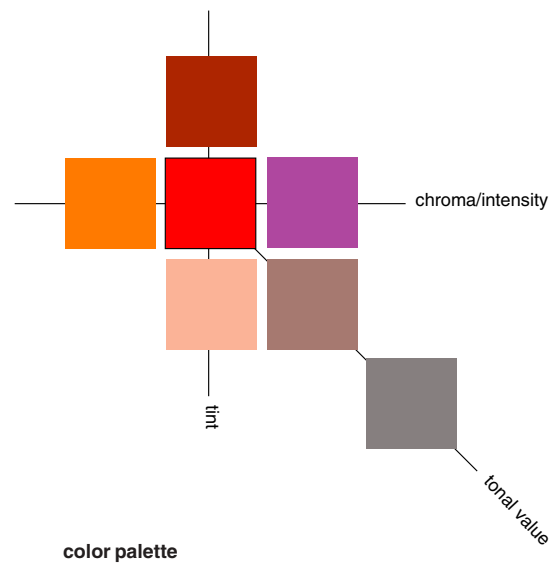
**continuity**

**infrastructure**

→ There is a CD for each brand that contains:

- color palette
- icons and patterns
- one brand mosaic in multiple formats

**Tivoli** software



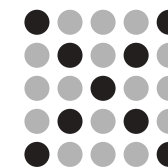
main icon



3-D icon



other icons



dot pattern

Key words:

**ease of use**

**flexible**

**innovative**

**value**

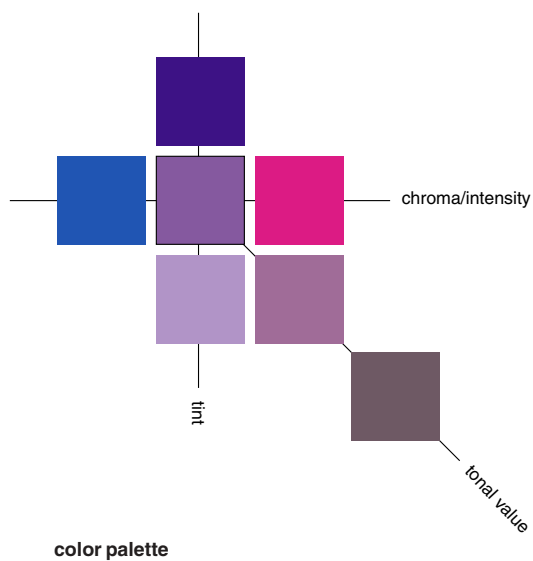
**speed**

**infrastructure**

→ *There is a CD for each brand that contains:*

- *color palette*
- *icons and patterns*
- *one brand mosaic in multiple formats*

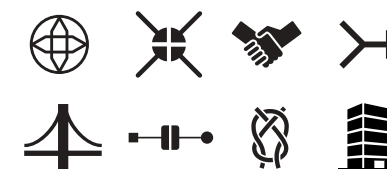
**WebSphere®** software



main icon



3-D icon



other icons



dot pattern

In certain situations, you may need to **present all or multiple software brands** in a single form of communication. Opportunities to market the benefits of more than one software brand solution, product, or service are supported using the cross brand mosaic.

The use of brand colors as a primary communication device is subdued with a mostly greyscale mosaic that is anchored by a bright color strip referencing the relevant brands. To highlight one or more brands, switch coloration from strip up to dominant element. (see basic cross brand composition example)

The cross-brand system allows for the use of any elements from any of the IBM software brands. Note some elements are shared by more than one brand (buildings, freeways, people, water, globe icon, eye icon, etc.).

Key words:

**open**

**federated**

**modular**

**adaptable**

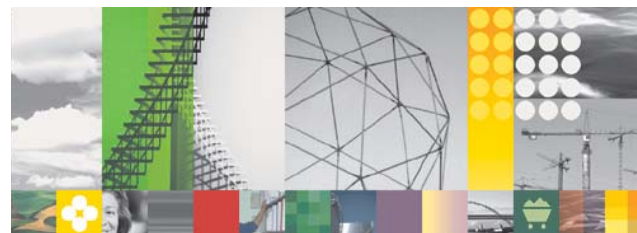


cross brand mosaic

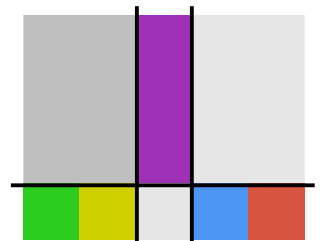


basic composition

-main elements are B/W  
-strip is full color



modified cross brand composition  
(DB2 and Lotus are highlighted brands)



modified composition

-a strip unit has been switched into a main element



open



federated



on demand



universal



scalable



secure

cross brand-specific graphics

*The mosaics are a source for brand-specific visual compositions. They are tools of communication that can be modified in order to better adapt to the evolution of the brands.*

*Mosaics can be modified in various ways, however, it is recommended to first consider cropping from existing brand mosaics.*

The content of mosaics may need to be changed or modified for the following reasons:

- To modify the meaning of the composition by introducing imagery that better supports a specific message
- To refresh the mosaic as the brand evolves

→ *Be aware that changing one element can affect the visual relationship to nearby elements, so these may need to be revised as well.*



original crop  
emphasis on “team strategy”



customized crop  
also emphasis on “team strategy;” at least one surrounding element (the neck) needs to be corrected



customized and corrected crop  
three elements have been corrected to match the new image



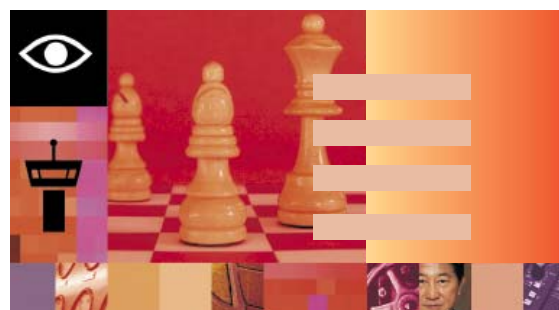
customized crop  
emphasis on “data traffic”

One preferred technique of customization is to edit compositions by removing pictorial elements and replacing them with color fields, gradients, patterns, textures or abstract photos. This technique allows semantic emphasis by removing unnecessary images and it also allows to easily refresh mosaic compositions.

→ *Consider how a new element can effect its neighbors.*



original crop: emphasis on “strategy”



customized crop: maintains emphasis on “strategy”



customized crop: no specific emphasis

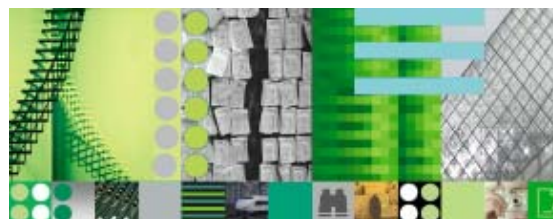


Another practice of customization involves modifying compositions through **coloration**. This can be applied in order to modify the emphasis of elements within the composition.

In certain cases, it may be necessary to apply a color treatment to an entire composition to either darken or lighten it.



original crop



the brand color has been reduced by removing coloration from five elements



when applying a solid background use the brand color



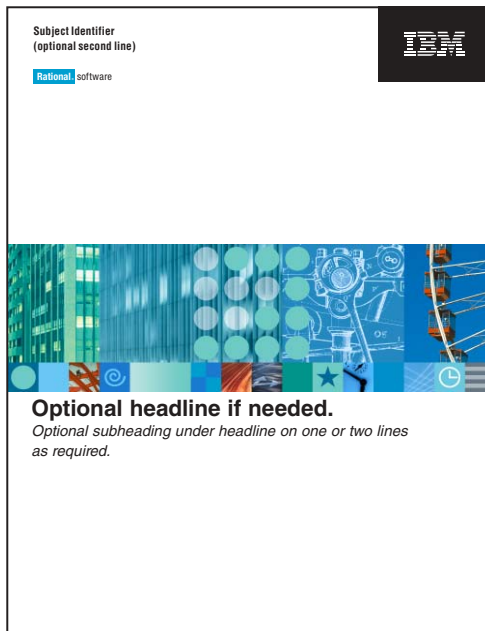
one-color and two-color examples from brand CDs

→ Refer to the mosaic treatments supplied in the brand CDs



*Each brand is brought to life through the rigorous implementation of the visual identity standards.*

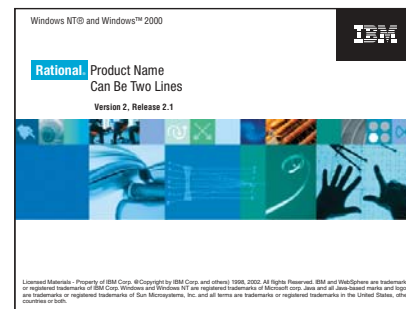
*Because the **mosaic** appears in a broad variety of contexts, it needs to function in ways that are not always perfectly matching the visual identity's specific rules. Therefore it is essential for designers to maintain all aspects of IBM software branding practices wherever possible.*



brochure cover



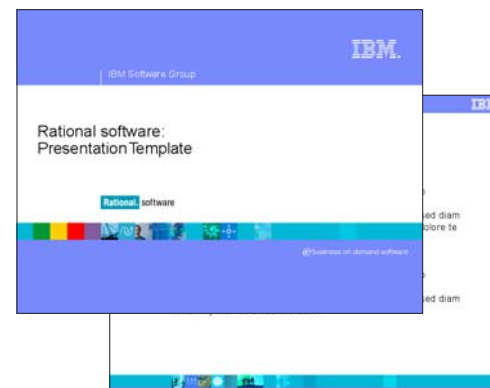
product delivery



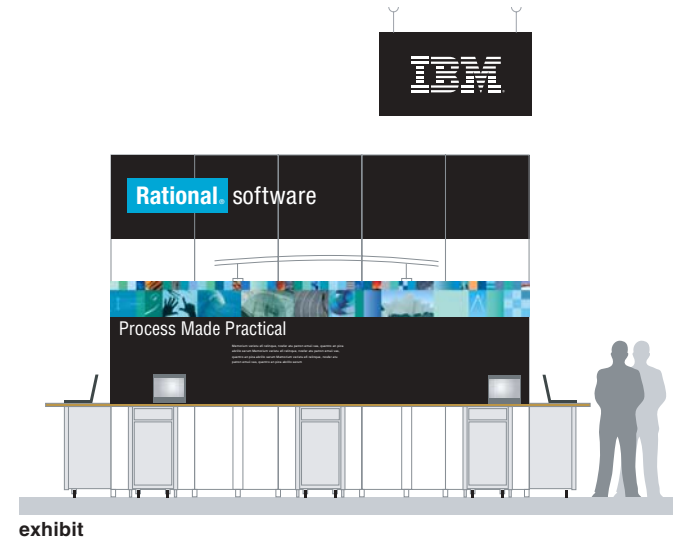
product splash screen



web site



presentation templates

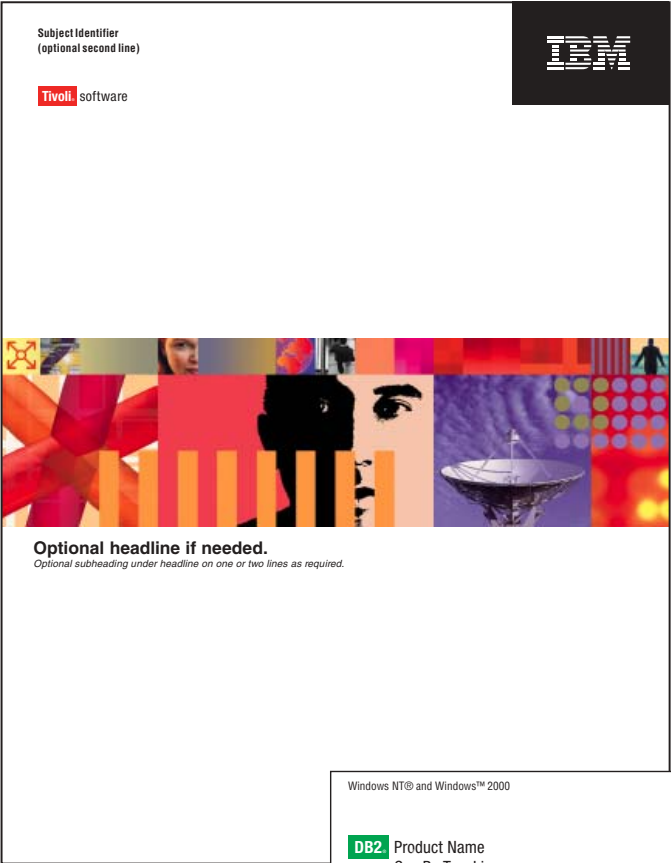


exhibit

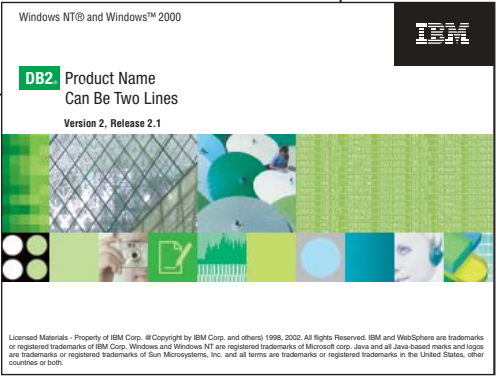


banner

full-color application of mosaic composition



brochure cover



splash screen

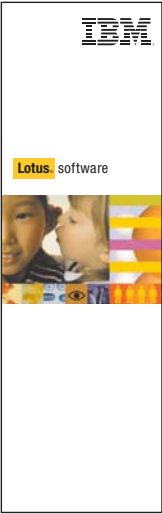


brochure cover

two-color application

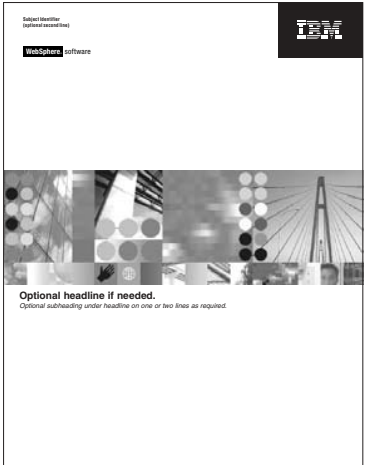


brochure cover



banner

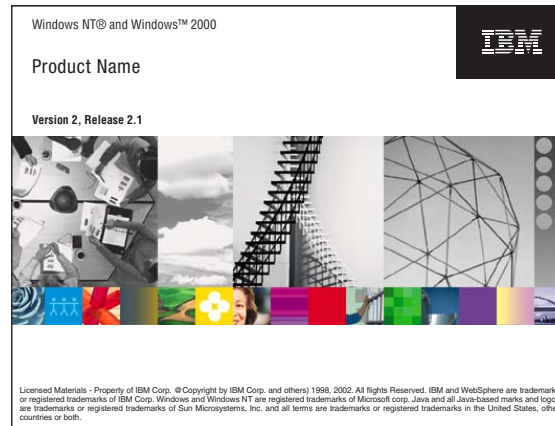
one-color application



brochure cover



web site



splash screen



banner



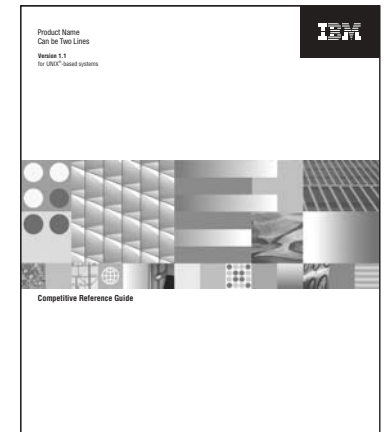
exhibit

The IBM product delivery brochures use customized versions of the brand mosaics because they must relate to the IBM Packaging System generic box (used for all products).

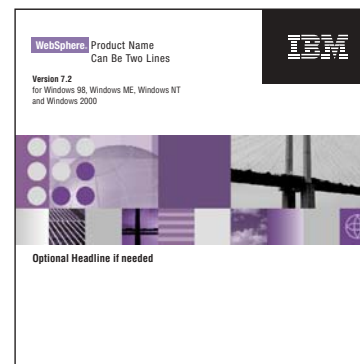
In this instance the mosaics have been made less product-specific and more abstract by introducing a series of solid squares into the compositions.



documentation cover



for non-brand specific products, the default coloration is black and white

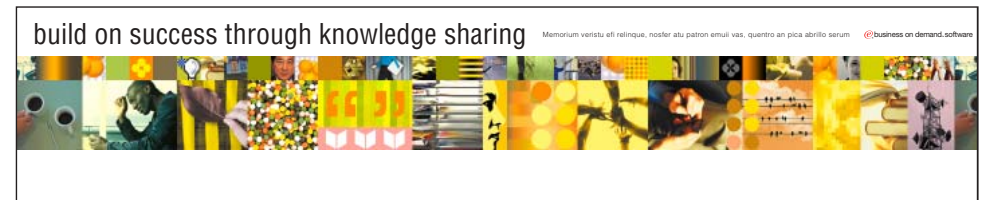
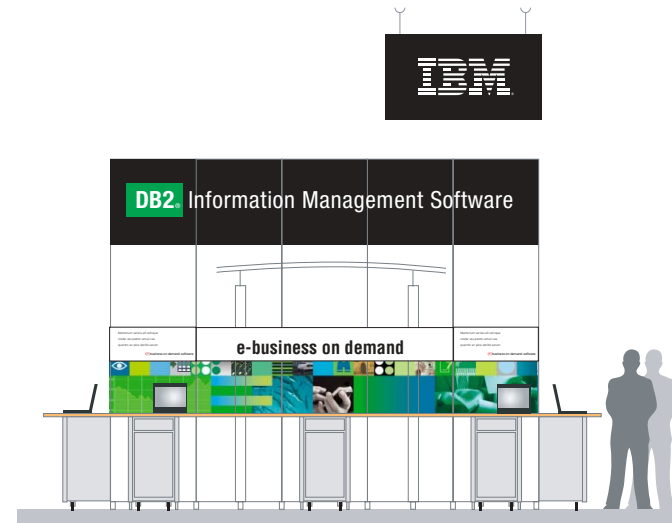


CD insert



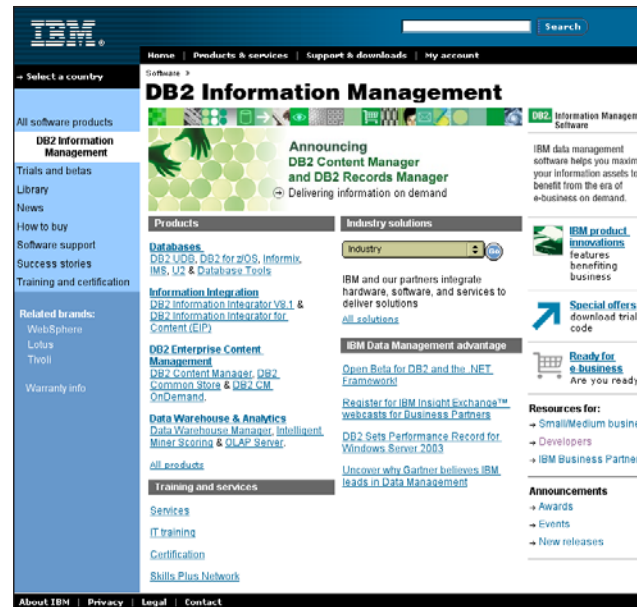
→ There are instances where the river may be applied without the mosaic.

Exhibit design offers opportunity to apply imagery on a large scale. It is one of the few times brand identity becomes part of the environment. Examples shown here illustrate the way in which color and composition can express the brand as well as support interaction.

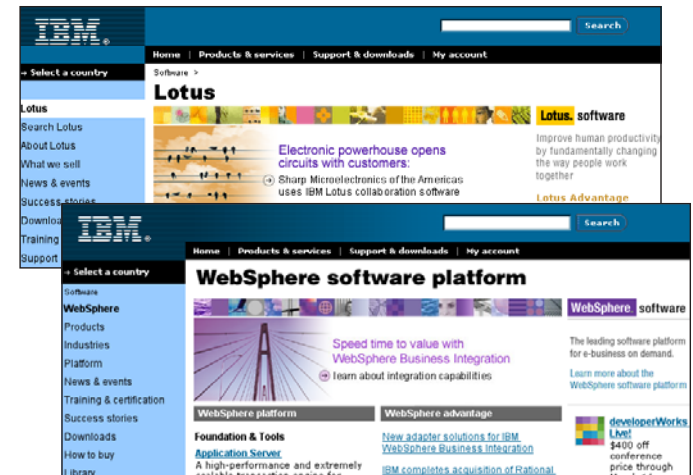


IBM software uses the mosaic strip as a main branding device on web pages. Brand images and symbols are also used throughout the pages.

→ When selecting images for the screen, please make sure they will be legible at the final size.



DB2 web page



Lotus and WebSphere web pages



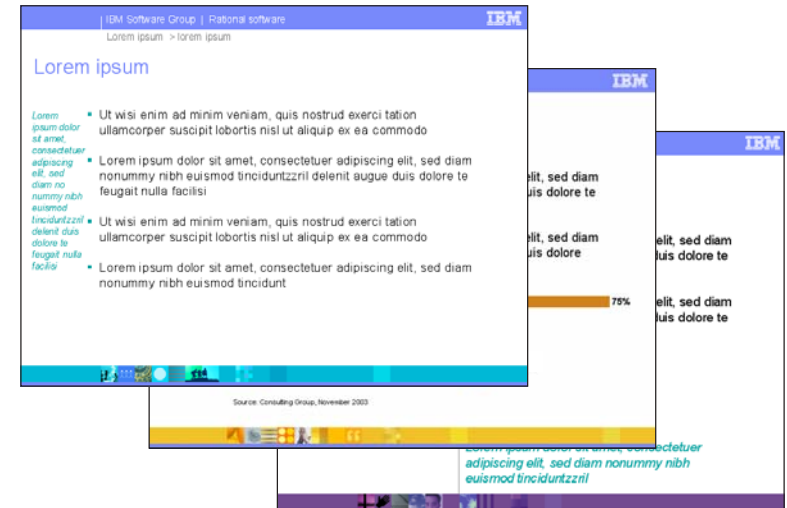
a crop of small squares from the mosaic is used to convey the river concept on the software brand main page



elements of the mosaic can be used to highlight or promote specific features or stories



Presentations visual identity is templated and uses five squares, one in each brand color, as an anchor for the mosaic strips.



→ Presentation templates are available with black or white background.

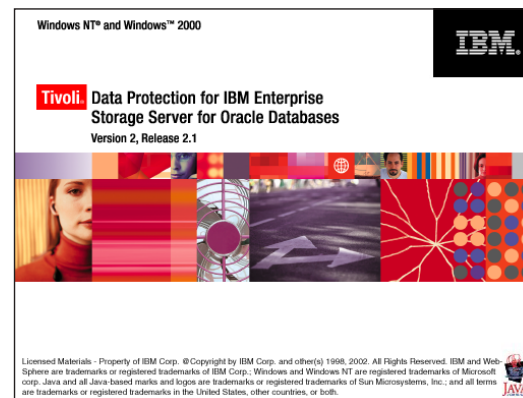


User interface can have many restrictions that prohibit using the river as a principle of composition. When the river is not possible, keep in mind the following:

- Color is the main brand identifier. It is not always necessary to include the mosaic. A color field may be a more elegant solution when space is limited.
- Keep it simple. When using the mosaic in small areas avoid overly busy images. Use color fields and patterns for a more abstract, cleaner look. You can also simplify the color palette by shifting some of the full color images to the brand color, or use grey with the brand color as your primary color scheme.
- Make sure images are legible.



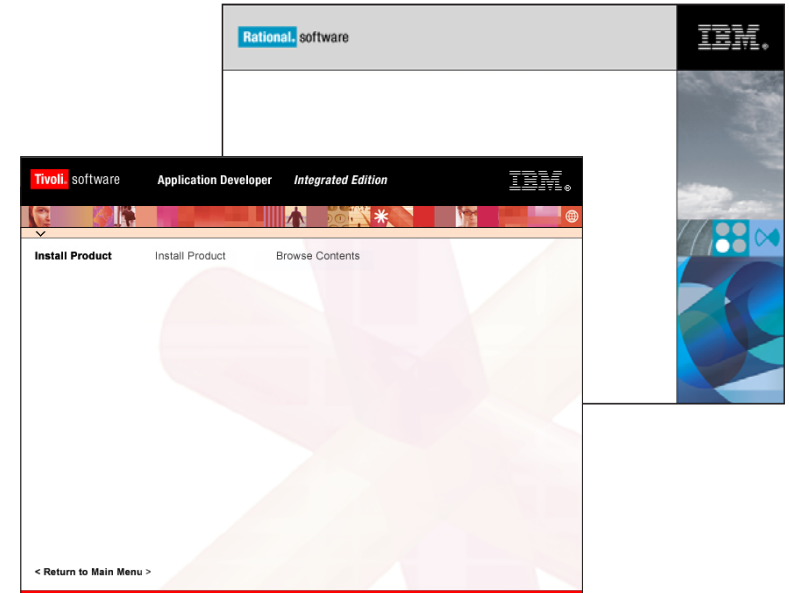
install wizard



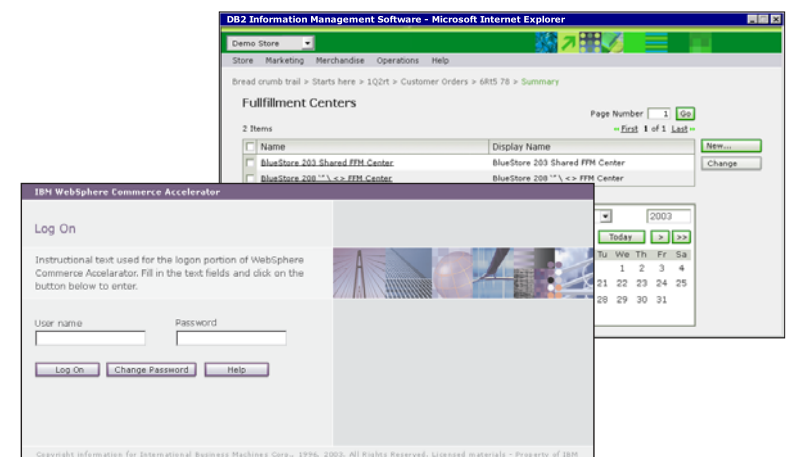
splash screen



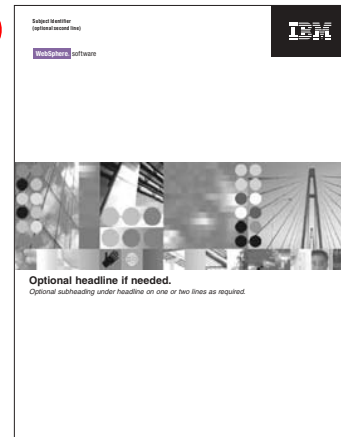
about product dialog



install billboard



web login



*Do not use black and white imagery when full-color reproduction is available. Color is a strong component of the identity system and should be reinforced whenever possible.*



*Do not use the mosaic vertically, when the format allows use of the river.*



*Do not place the mosaic composition with blank spaces to the left or right. The mosaic should run across the center of the page to convey the river concept, and bleed whenever possible.*



*Do not hang elements off of the mosaic.*



*Do not place different crops or compositions of the mosaic next to each other.*



*Do not combine mosaics. Use the cross brand mosaic when representing more than one brand.*



*Never add text or words to the mosaic, and do not use the squares of the mosaic as boxes in which to place text.*



*Do not put a rule, border, or drop shadow around the mosaic or any element within the mosaic.*



*Do not distort the proportions of the mosaic. The smallest segment in the mosaic should always be square in proportion.*



*Images need to line up on the mosaic grid. Pay attention to these alignments when customizing mosaics.*



*Do not colorize mosaic composition so that any one image is highlighted. The mosaic is meant to be viewed as a continuous flow of images.*



*Never put images into every square. Try to keep it simple and create visual rhythm within the composition.*



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